



EMD
GAME CHANGER
Be it, Believe it & Beat it

**EMDEE APPARELS
NEWSLETTER
NOV '14**

EDITORIAL

An eventful start to the quarter with the Game Challenger event taking place. Organized exclusively for the Emdee Apparels staff at the onset of the big quarter.

We trust this newsletter will give all our staff members more information on various aspects within the company.

Think we could improve, mail us at editorial@emdeeapparels.com

Top 10 Stores of Emdee Apparels– Oct '14



Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	Hubli	5 Lacs	5.68 Lacs	114%
2	Levis	Orion Mall	30 Lacs	38.69 Lacs	111%
3	Levis	Jayanagar	35.2 Lacs	37.11 Lacs	110%
4	UCB	Orion Mall	25 Lacs	26.42 Lacs	106%
5	Levis	Banashankri	16 Lacs	16.88 Lacs	106%
6	Reebok	URS Road	9 Lacs	9.33 Lacs	104%
7	UCB	Belgaum	6 Lacs	6.03 Lacs	101%
8	Levis	Phoenix Mall	35.2 Lacs	34.81 Lacs	99%
9	Levis	BEL Road	22 Lacs	21.51 Lacs	98%
-	Hayaa		14 Lacs	12.98 Lacs	-

Managers Speak



By starting the day by briefing my staff about where we are lacking and improvising those mistakes , giving customer a good service. Focused on ATV and UPT which helped us to achieve our targets.

Khader, Reebok URS Road.

It was great teamwork from day one,with immense support our Operations head Sadakath sir we were able to achieve it Daily briefing helped us in focusing on our KPI. Understanding Customer needs was also one of the key factor for our success

Basavaraju, UCB Hubli



Consistency is the key to our Success,
And once you are a winner, you need to compete with your own self.
We as a team, believe that we need to perform better than yesterday
which keeps the winning spirit alive.

Murlidhara, Levi's Orion Mall



Top Stores Of The Month



Reebok
URS Road



UNITED COLORS
OF BENETTON.

Hubli



Orion Mall

Top Fashion Consultants



Parmeela
Levi's HSR Layout
157%



Shanaz & Sharath
UCB Orion Mall
129% each.



Vali
Reebok BEL Road
132%

Best stores in terms of KPI's

L2L

- Levi's Banshankri with 42% growth
- 2013-11.96 L, 2014- 16.88 L

RPS

- Phoenix with RPS of 3627
- Total Store Area- 960 sq ft

ATV

- Jayanagar
- ATV of 5353

UPT

- HSR Layout
- UPT of 2.75



L2L

- Hubli with 35% Growth
- 2013- 4.21 L 2014- 5.68 L

RPS

- ORION – 2113.51
- Total Store Area- 1250sq ft

ATV

- Brigade Orion
- ATV of 4033

UPT

- Indiranagar
- UPT of 2.49

UNITED COLORS OF BENETTON.

L2L

- URS Road with 30% Growth
- 2013- 7.17 L, 2014- 9.33 L

RPS

- Forum Mall RPS of 2079
- Total Store Area- 750 sq ft

ATV

- Forum Bangalore
- ATV of 4573

UPT

- JP Nagar
- UPT of 1.86

WOW Bills at EMDEE Stores

Reebok 

Anees from
BEL Road for
Rs. 37,081/-

Sunesh from
Indiranagar for
Rs. 32,390/-

Anees from
BEL Road for
Rs 26,492/-

UNITED COLORS
OF BENETTON.

Ramu from
Indiranagar, for
Rs. 40,872/-

Shanaz from
Orion Mall for
Rs. 38,883/-

Andrew from
Indiranagar for
Rs 30,365/-

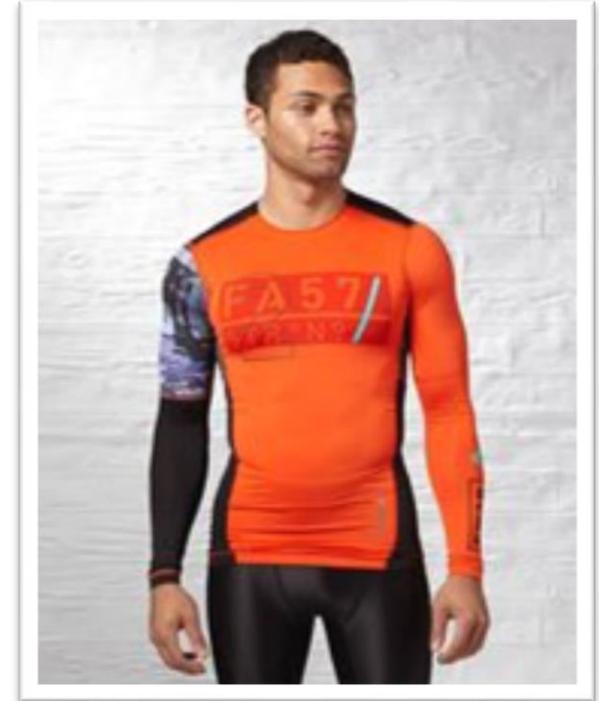
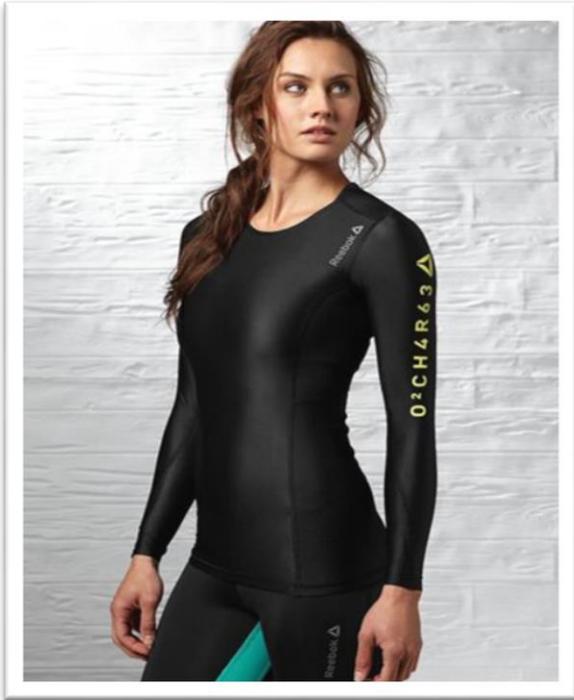
Levi's 

Kiran from
Orion Mall for
Rs 40,512/-

Usman from
Orion Mall for
Rs 37,886/-

Rupini from
Orion Mall for
Rs 36,191/-

New Product- Reebok



This subtly-styled compression top comes fully loaded thanks to its heat and sweat-wicking design and smooth low-friction seaming. Wear it during workouts for muscle support or afterwards to help speed recovery.

Not your average compression top, this lightweight ONE Series base layer was meant to move, breathe and be seen thanks to its high-mobility mesh inserts and eye-catching chest and sleeve graphics. 87% polyester / 13% elastane high stretch construction for mobility
Compression Fit – athletic design contours to your body for maximum muscle

New Product- UCB



Women's knitwear in the most glamorous of colors.

This winter, the trendiest style is full of warmth! **Knitwear**, standing in the spotlight of our winter collection, brings out your femininity with details that make even the most effortless outfits glamorous. Corduroy, boiled wool and tricot accessories.



All the warmth and softness of wool.
Wool, in all its forms, is the must-have menswear of the season. Play around with layering and watch as the season's **softest and warmest fabric** takes the lead role in all of your looks.

New Product- **Levi's**



Tie dye – Bold statement washes in color created through tie dye with soft gradients effect



Skinny Mini Boot – Long and lean silhouette with a slight flare on a skinny top block. Super skinny till the knee and falls out into a slight flare



Moto – through styling & sundries Festive Embellished Sundries – zip pockets and hems



Knit skinny – Expressed through geo patterns, twills and herringbones. Super comfortable clings to your body, skinner than a regular legging.



EVENTS - **Levis**



Kumar was awarded golden card Certificate-August for exceptional Multiple Customer Handling during EOSS



Samson from phoenix market city made us all proud by securing 100% Mystery Audit and achieved the golden card certificate



Bharath from Jayanagar scored 98% in Mystery audit and 2 WOW bills –Rs 60,000 and 57,000 is receiving for the month of October

EVENTS -Levis



Emdee Levis added another feather to their cap with the launch of their Commercial St. store.



EVENTS -Reebok



Emdee Reebok stall at the 'Running Expo' held at Kanteerva Stadium.



Reebok Indiranagar staff Sonu with Adidas India MD, Erick Haskel

EVENTS – Game Changer



Watch the complete
Game Changer
event in video:
[http://youtu.be/Vlu
DVNnZK4k](http://youtu.be/VluDVNnZK4k)

In Pics:
[https://www.flickr.
com/photos/1289
43060@N02/](https://www.flickr.com/photos/128943060@N02/)

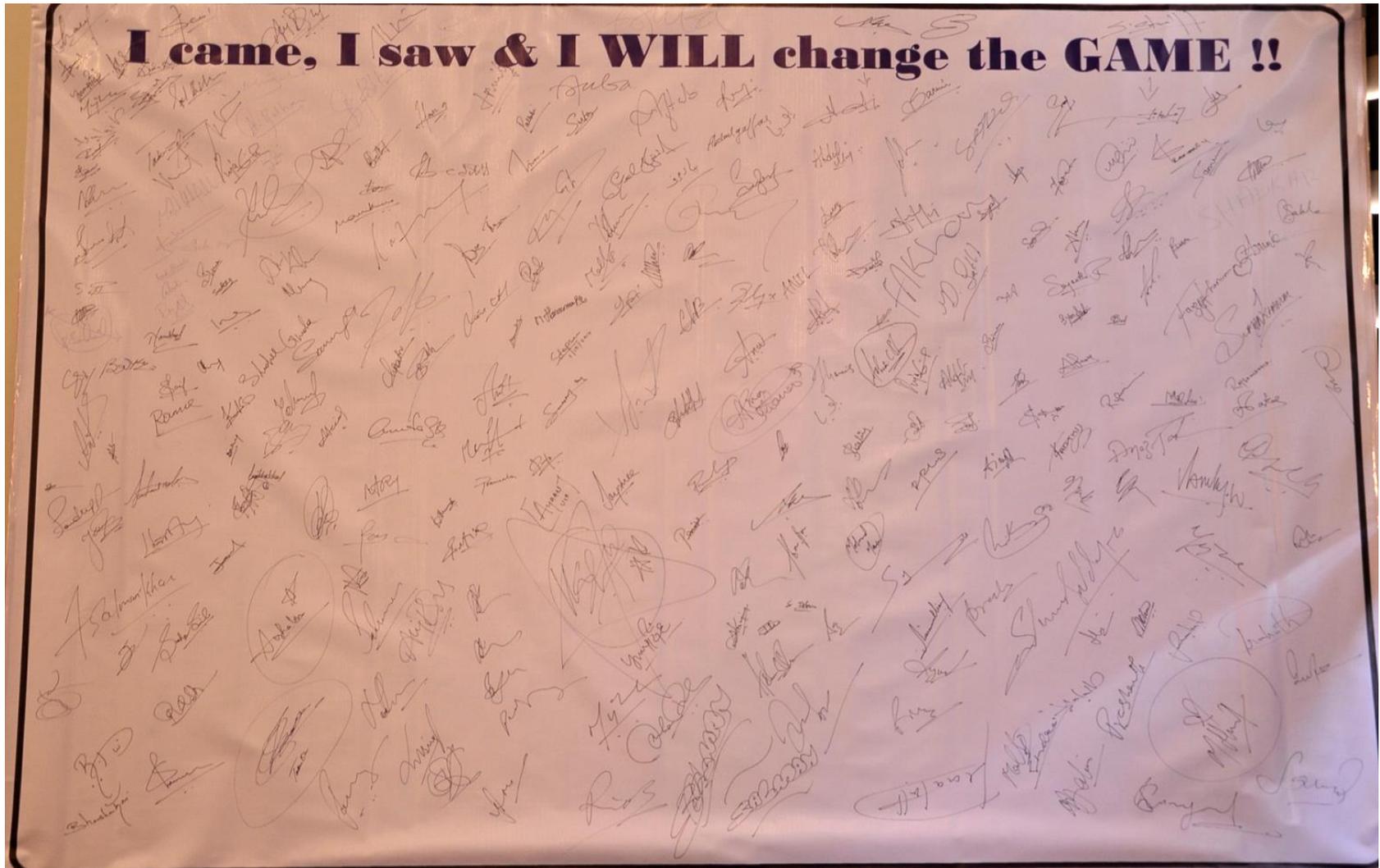


GAME CHANGER:
Be it, Believe it & Beat it!



EVENTS – Game Changer

A pledge to challenge oneself!.. Emdee staff sign to stay committed.



EVENTS – Game Changer

Quirky dance moves by our enthusiastic staff!



<http://youtu.be/3H7haYsYKCA>

<http://youtu.be/Cj2czGLELbo>

GOSSiP

This Video Breaks The 'Madrasi' Stereotype To Show You What South India Is Really About



Watch @: <http://youtu.be/PnGJCixTrNU>

IN THE NEWS

6 Discounts retailers must try this holiday season

The holidays are the most wonderful time of the year ... especially if you're in the retail industry. Sales skyrocket during the holiday season, and it's no mystery why. Everyone is in a buying mood, and 50% of shoppers search for and buy discounted items.

But discounts should be a strategy, not a last-ditch effort to get rid of inventory. Poorly planned discounts could actually hurt your brand.

For instance, slashing prices might drive sales but keep customers from buying at full price in the future. Similarly, sweepstakes and contests might attract new customers, but their chances of winning are slim - and they'll probably opt out of your emails after the contest is over.

If you're a retailer gearing up for the holiday season, you'll want to be smart about discounts by targeting your customers through data analysis, testing, and personalization.

Consider trying these six strategic discounts to attract, and retain, customers.

1. Mystery discounts. Mystery discounts are still relatively new, but they're gaining popularity, and it could be worthwhile to experiment with them. You could email customers with a surprise promotional code ranging from 10% to 50% off, or give them clues to find out which product has been heavily discounted on the site. Customers may be drawn to the thrill of not knowing exactly what discount they'll get.

IN THE NEWS

2. Gift with purchase. A handful of department stores are known to offer a gift with a purchase, like a free cosmetic bag with the purchase of a lipstick. This tactic could work well online as well. Consider giving customers a gift - or an item to regift - as a way to test the product before you carry it full time. You can determine how many customers get it for free and then go on to actually come back to buy it again at full price compared to those who purchase it after being offered another discount.

3. Discount with a pricing floor. Offering a discount with a minimum spend (e.g., taking 20% off a Rs.4999 purchase) could also increase the average order value. During the holiday season, consider testing a combined discount approach: Offer a 10% discount with a regular purchase with the bonus of getting an even larger discount if they meet the floor, and see which one customers choose.

4. "Win Your Cart" sweepstakes. Sweepstakes can be tricky. While you might get a wave of new users, opt-out rates are usually high. However, a "Win Your Cart" sweepstakes can be effective and provide rich data on new users. It's best to launch them earlier in the season to drive a large number of users to the site before holiday shopping takes off.

Here's an example: Customers fill their online shopping carts with, say, \$500 or more of merchandise. (They don't have to buy the items, just put them in the shopping cart.) The winner of the sweepstakes wins everything in his or her cart. After collecting email addresses and data on these users, you can personalize your messages based on what they placed in their cart and recommend products they might be likely to purchase.

IN THE NEWS

5. Loyalty programs. These serve a dual purpose: They engage your best customers and encourage new customers to get to that level. Most holiday shoppers never return, but loyalty programs are a great way to convert them into repeat buyers. When structuring your VIP program, don't just reward customers who spend the most. Think about those who consistently purchase and refer friends. Include loyalty-purchase messaging in emails and create incentives for social sharing and friend referrals.

6. Discounts with urgency. Most people are wired to buy something if they think it's in short supply, and the same mentality applies to discounts. Adding a sense of urgency will drive sales by indicating that products aren't always available at that price. Experiment with different messages.

The holiday season gives you an incredible amount of customer data - from your website, mobile, email, and social channels - that can improve your strategy for next year. Using this data to test and personalize discounts is the key to making them work. It's crucial to understand your customers and their history with your brand before you message them.

You should be testing different channels and making personalized, well-timed recommendations based on what customers are responding to. If, for instance, you know that certain customers have redeemed past discounts on their mobile devices, try sending them SMS or push notifications to promote upcoming deals.

By looking at customers' past behavior to give them what they want, when they want it, you'll know how to incentivize them to come back and buy more.

Customer Feedback

Reebok News Letter

Reebok



4



Emdee believes is quality service and Sakeb from Commercial Street store has proved the same ,below is the feedback of a Customer



Keep up the good work Sakeb!!

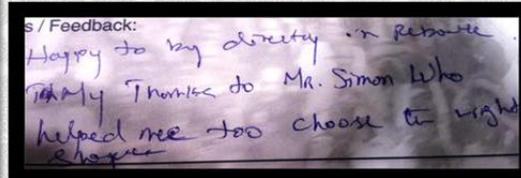
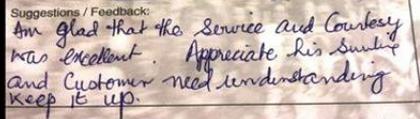
Team Hubli gave its excellent service and was appreciated for the same !!!
Excellent Team work Hubli!!!



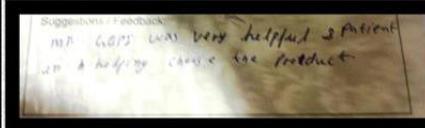
Simon from Kamannahalli made the customer go that extra mile for the service he gave!
He had received a mail as well in detail appreciation from a customer,amd

Good Job Simon !!

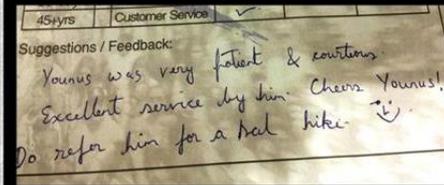
The top performer of the store will be receiving this game changer badge. All the best stylist –Be it ,Believe it achieve it



Gopi from Commercial street has served his customer with patience and helping the customer buy a product of his need and hence is appreciated for the same. Good customer Approach Gopi!!!



Our Customers Loved the product Knowledge and helpful nature of Lyakath from BEL Road . Good Work Lyakath!!



Service Excellence feedback from Younu's customer from Commercial street Store!! Amazing Work Younus!!!

Aneesh from BEL Road gave his 1 % extra and made 2 WOW bills of Rs37081 and Rs26492!!! Good going Anees!!!

Cust. Feedback



United Colors
OF BENETTON.

PEARL FASHIONS

NEWSLETTER - OCTOBER 2014

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Top 3 WOW BILLS



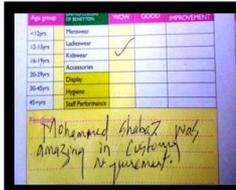
Basavaraj from Hubli Store is given a piece of appreciation from SOM -Gaurav for 100% capillary tagging. Good Job Basavaraj!!!!

At Pearl Fashions we believe in quality service and Rakesh from BEL Road has served his customer so well - that above feedback for his customer service



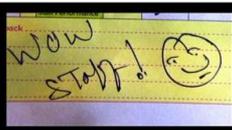
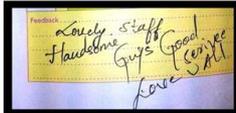
Another Quality Service from Raniya of Brigade Orion for has lasting customer Service Well Done Raniya. Looking forward for more of the same!!

Ramu our Senior Fashion Consultant from Indiranagar store made a Wow bill of Rs 40,000



Shanaz our Senior Fashion Consultant from Orion team has done a great job by making a WOW bill of Rs38,883!!

Shabaz from Kamannahalli made a WOW bill of Rs 30,000 and fulfilled the customer requirement and made his Customer happy! The above picture is a feedback from on of his happy customer! Good job Shabaz !!



Andrew - Fashion consultant from Indiranagar team has done a WOW bill of Rs30,365!!

Hubli Staff's Feedback, Well done team !!!

Belgaum store approach their customer in a team and have been appreciated for the same, Amazing work Team Belgaum !

Constant, Consistent and Commitment - and give your 1% extra



Training News Letter OCTOBER 2014

Service Excellence Golden Card Certificate

This Certificate has been given to those stylist who goes that extra mile to make their Customers Happy!!!



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We are happy to announce our new store at Commercial street area of 1200sq ft. We welcome our new Manager Burhan and his Team!

Expecting Commercial Street to be one of our Key Door doors

All the best Commercial Team!!



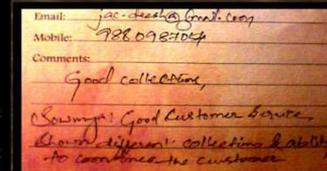
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It's been a great month for our jayanagar team with Diwali Sales- This team has performed extremely well with sales and their mystery audit score has been 98% Amazing Work Team -keep up the spirits!



Phoenix Market City store has been an example for the rest of the stores with quality and quantity.. Steve- Manager from phoenix and made sure its mystery Audit Scores are never less than 95. With regard to sales broke its own record by achieving 3,76,000 in a single day the best ever at Emdee -Levi's Keep up the good Work Steve!



At Emdee we never run out of Customer Feedback and Vijayanagar proved the same -the senior stylist Soumya served her customer so well that you see the above feedback for her excellent service!!

DLP-Apprentice Session that was held on 28th and 29th of October - Great involvement from the team The batch highest is 95%! Next DLP batch what's your best ????



DLP-APPRENTICE				DLP Expert			
No of Staff	No of Staffs Trained	DLP Trained %	No of Manager	No of Manager Trained	Completed with their ID	Completed with their ID	
76	74	97.3%	18	14	12	66.66%	

Constant, Consistent and Commitment - and give 1% Extra